

Message Text

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 RSC-01 DRC-01 /030 W

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P 062152Z SEP 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC PRIORITY 3691

UNCLAS MEXICO 7623

E.O. 11652: N/A

TAGS: BEXP, BTRA, MX

SUBJ: FOREIGN BUYER GROUP - WESTERN ELECTRONICS SHOW (WESCON-'74)

REF: MEXICO 4961, MEMO FROM S. HAYS COM/BIC/OID TO MEXICO CITY

COMMERCIAL ATTACHE - NO DATE

FOR COMMERCE

1. IN REFTEL OF JUNE 14 EMBASSY REQUESTED 150 BROCHURES FOR WESCON SHOW EXHIBITING NEXT WEEK. SEVERAL WEEKS AGO EMBASSY RECEIVED HAYS MEMO ENCLOSING LIST OF EXHIBITORS. ABOUT THAT TIME OR SHORTLY AFTER EMBASSY RECEIVED TWO NEWSPAPERS SIZE BROCHURES OF FOUR PAGES EXPLAINING WESCON ACTIVITIES IN ENGLISH. SINCE THESE PAMPHLETS WERE NOT OF SUITABLE SIZE FOR REPRODUCTION, AND IN VIE OF REQUEST FOR 150 FLYERS PRESUMABLY IN SPANISH, EMBASSY AWAITED FURTHER MATERIAL. WHEN IT BECAME EVIDENT BROCHURES WOULD NOT ARRIVE IN TIME, EMBOFF BEGAN TELEPHONE CAMPAIGN TO 10 LOCAL FIRMS THIS WEEK. ALTHOUGH HALF OF THEM EXPRESSED GREAT INTEREST IN SHOW, LEAD TIME WAS TOO SHORT FOR THEM TO ARRANGE TRIP. AS EMBASSY SYSTEM IS A SET UP, FLYERS (PREFERABLY IN NO MORE THAN TWO PAGES AND HOPEFULLY IN SPANISH) ARE NEEDED AT LEAST TWO MONTHS IN ADVANCE AND IN LARGE NUMBER FOR MASS MAILINGS UNDER COVER OF EMBASSY FORM LETTER AND RETURN QUESTIONNAIRE CAR. ONLY IN CASE OF AFFIRMATIVE REPLIES ARE LIST OF EXHIBITORS BEING DISTRIBUTED.

2. AS IN THE CASE OF THE MAJORITY OF THE SHOWS, DELAYS OR COMPLETE ABSENCE OF FLYERS MAKES THIS SYSTEM UNWORKABLE. DELAY HAS BEEN INVOLVED IN ALL FOREIGN BUYER PROGRAM MAILINGS THUS UNCLASSIFIED

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FAR FOR THE FIRST FIVE SHOWS SCHEDULED THIS YEAR, AND IN FACT

IN AT LEAST TWO CASES NO BROCHURES ARRIVED. IN ADDITION TO
THE WESCON PROBLEM, EMBOFF HAS JUST LEARNED THAT NO FLYERS WERE
RECEIVED FOR THE POLLUTION EXHIBIT NEXT WEEK. NONE OF
THE FLYERS RECEIVED HAD BEEN IN SPANISH AS ORIGINALLY PROJECTED.
IF EXHIBITORS FAIL TO PROVIDE THE MATERIAL IN ADVANCE, DEPARTMENT
MAY WISH TO DRAFT ITS OWN SYNOPSIS OF EACH EXHIBIT, TRANSLATED
INTO APPROPRIATE LANGUAGE AND REPRODUCED IN REQUESTED QUANTITIES.
EMBASSY HOPES FBG PROGRAM CAN BE SMOOTHED OUT SINCE IT SEEMS
TO HAVE GREAT POTENTIAL.
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